

Fig 1A

Rule Storage module

Rule #	Rule set	Size	Restrictions
1	...	...	...
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...

Fig. 14

Object Dispatch module

Object #	Object type	Resource	Attributes
1	...	...	...
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...

Fig. 15

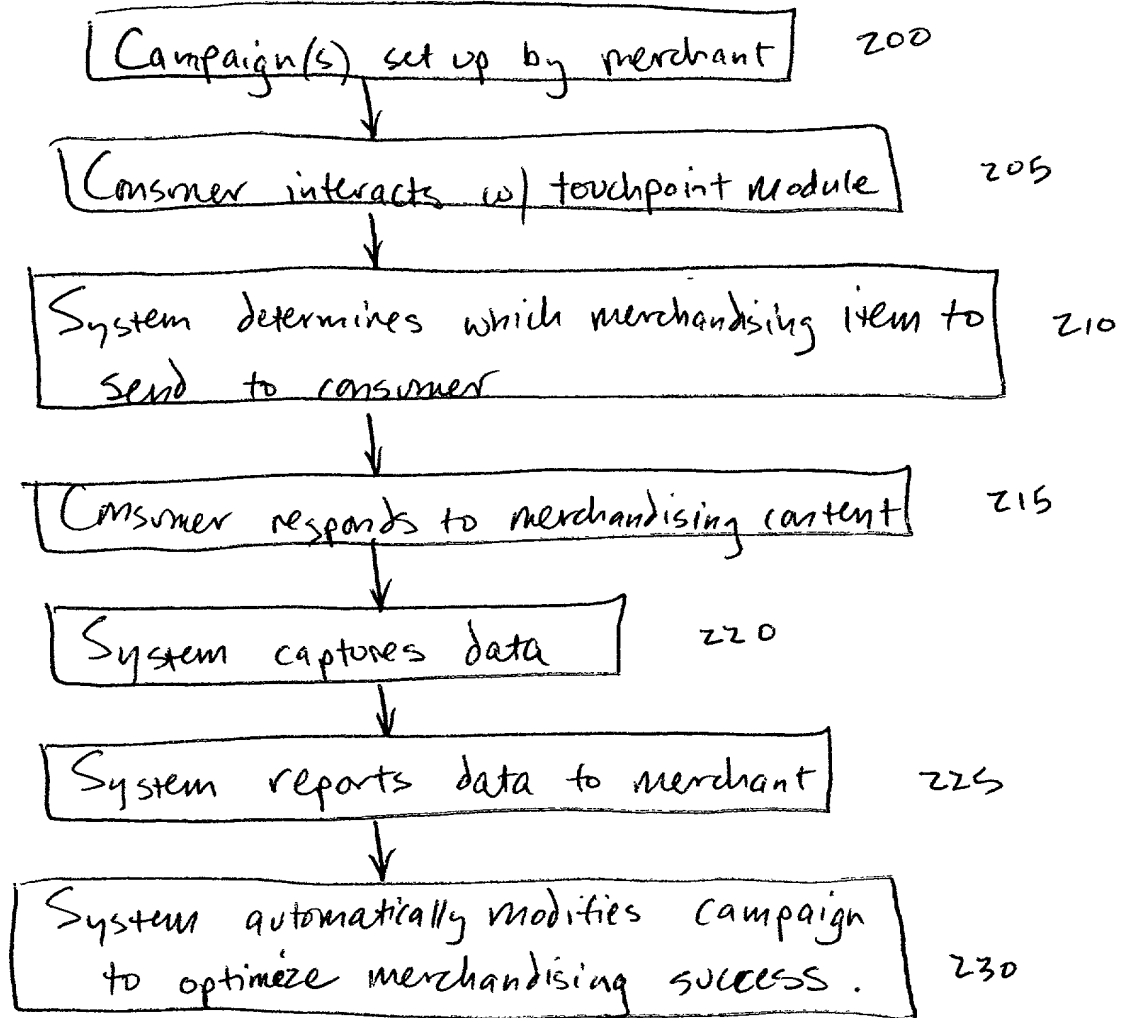


Figure 2

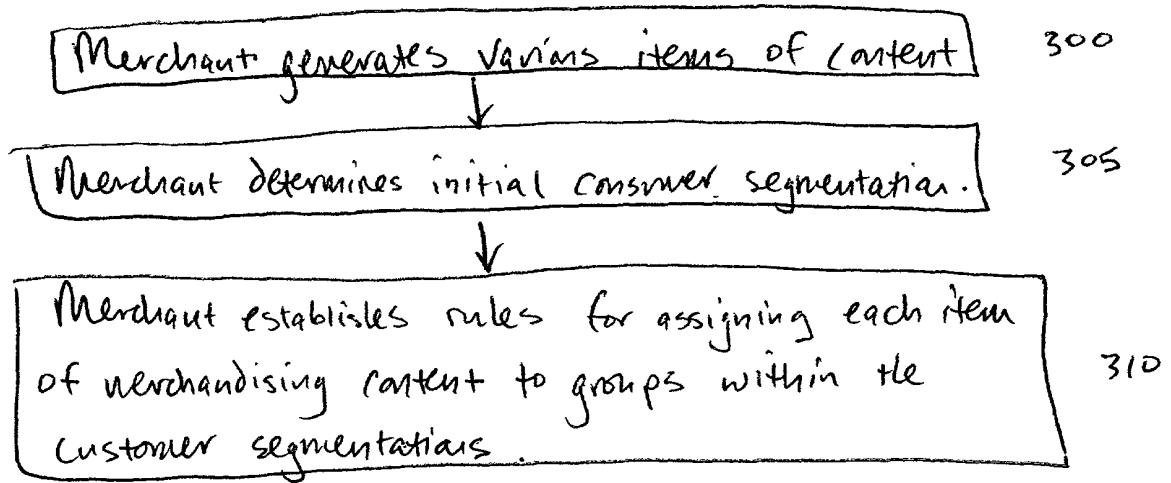


Figure 3

350 Consumer interacts w/ touchpoint by browser making a request for content.

355 Is customer a new customer?

No

Yes

360 Research assistant module provides questionnaire to consumer

365 Consumer completes questionnaire

370 Research assistant module stores data corresponding to consumer

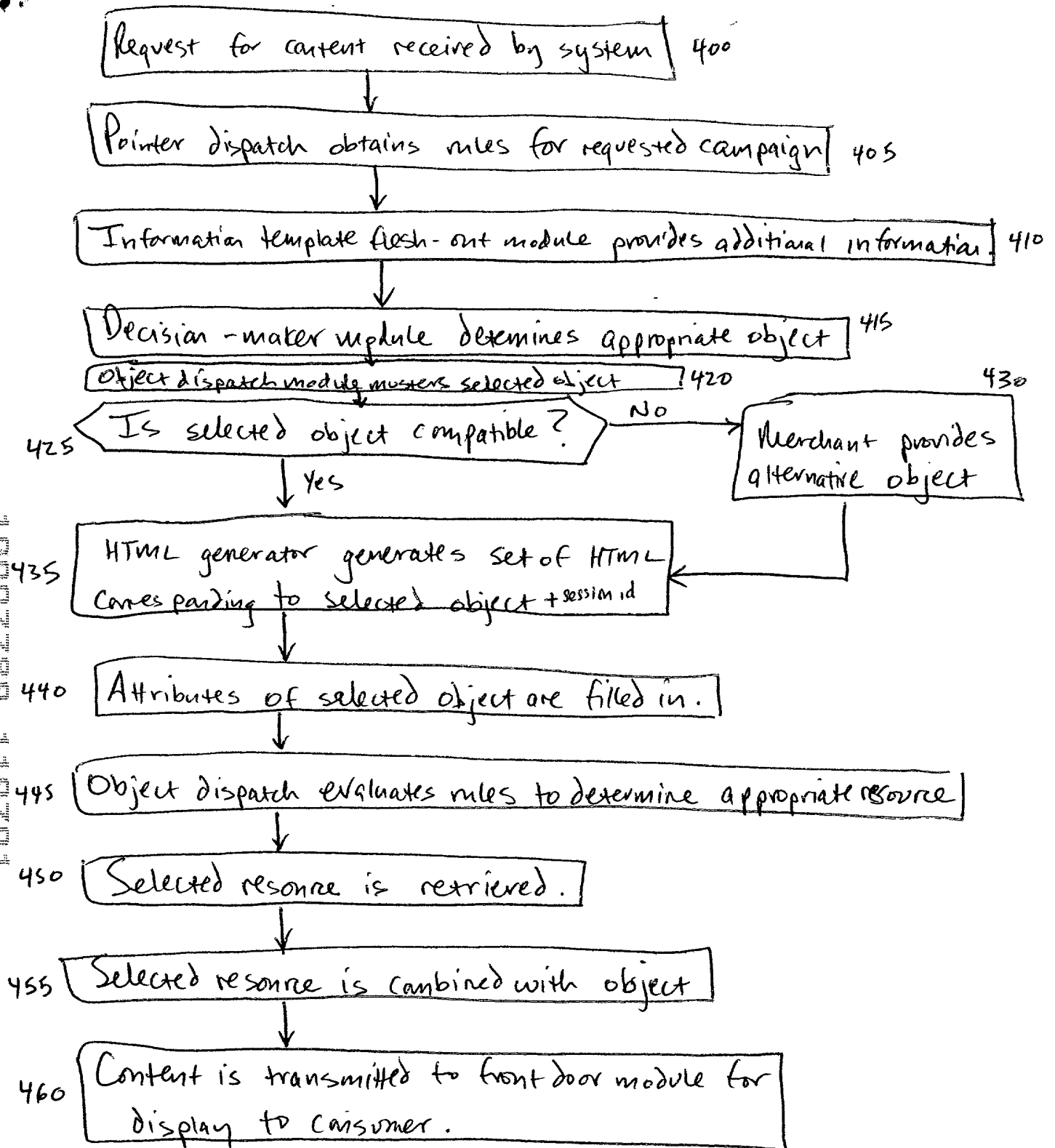
375 System employs consumer data to determine appropriate merchandising content to transmit

Go to step 400 in Figure 5

380 Retrieve consumer data from storage

Figure 4

10007789 40007789 40007789





sell everything

Welcome:

console

## Satellites

### ru4 Ad Network

Q1 2001 (demo)  
Spanish Co.  
Publisher1  
Sue  
test2

Create  
Modify  
Modify  
Modify  
Modify  
Modify

## Objects

### Dynamic Storefront

LK's DSF  
On Sale  
Winter Product Set  
Winter Products

Create  
Modify  
Modify  
Modify  
Modify

### Flash Kaleidoscope

### Image Link

### Kaleidoscope

### Text Link

Create  
Create  
Create  
Create

## Resources

### DSF Interface

First Interface

### Image File

Create

60 x 132 NYC Skyline  
60 x 132 Yankees clip  
Conservative, Palm  
VII feature  
Frame1  
Frame2  
Frame3  
Frame4  
Generic branding  
Gug Berlin  
Gug Bilbao  
Gug Members Tour  
Gug Soho  
Gug Venice  
Gug Visit Us  
Hip, young, music-  
focused  
Lecture Tour  
P-Test  
ru4 logo 132x60  
test2  
Test2  
Testing!  
Testing!  
Visit Gug English  
Visit Gug French  
Visit Gug German  
Visit Gug Italian  
Visit Gug Spanish

### Link Type

Product Set

Create

View Resource : "Generic branding"



sell everything

no one sells mo

Screen Size: 60 x 468

File Size: 14 KB

Image Path:

<http://vpdc.poinindextersystems.com/Content/Images/32.GIF>

10007789 110704

505

500

Figure 6

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